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By Robert Dahlin

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HIGHLIGHTS

Neuthaler: Man of Parts

New BDD chairman and CEO Paul Neuthaler says he was not hired to expand the group into scientific and technical publishing, where much of his recent background is, but to "manage the current business." A corporate spokesperson praised the "amalgam" of Neuthaler's qualities, adding that he takes over BDD after "a most profitable year" although there is "work to be done" at Doubleday. *Page 11*

China Has New Copyright Law

China has adopted its first domestic copyright law, to take effect next June, in a move seen as a first step toward bringing the country into the international copyright community. The new law, announced at the Beijing Book Fair, will protect the works of foreigners whose work is first published in China. *Page 12*

Dispute Affects Packager's Freelancers

A dispute between Silver Burdett and a children's book packager, Kipling Press, over the acceptability of two series, has affected the payment of a number of freelance editors and writers, and the National Writers Union has become involved. *Page 14*

Foundation Denies List Manipulation

The Gannett Foundation, which bought 2000 copies of former Gannett chairman Al Neuharth's book *Confessions of an S.O.B.* last year, denied it was trying to influence the book's position on the best-seller list. *Page 14*

Cookbooks: A Sharper Focus

Still flourishing after many years, cookbook publishers are nevertheless responding to glut with careful approaches that lead to good health as well as pleasure for the palate. See our feature, and a listing of new and forthcoming books, beginning on *page 16*.

Handy Hints for Manufacturers

Book manufacturers received useful tips on saving time, money and trouble in their operations from three executives at a recent Philadelphia Book Clinic meeting. Their advice is summarized in Book Design & Manufacturing, beginning on *page 49*.

Call for Information: Wholesalers

Book distributors who would like to be listed in our annual Holiday Guide to the Wholesalers in the Oct. 26 issue should submit the following information: Holiday phone and/or fax numbers, extended hours, special services, brief description of inventory, turn-around time for Christmas delivery and days closed for the holidays. Send material to Maureen O'Brien at *PW*, 249 W. 17th St., New York, N.Y. 10011, to arrive ***no later than Oct. 1.***

Book sales in July *were a mixed bag indeed, according to figures from the Association of American Publishers. Adult hardcovers slipped further, by a hefty 14.2%, and are only 4.5% ahead of their 1989 level at this point. Adult paperbacks struggled back, and children's hardcovers had a spectactular rebound. Elsewhere, mass market paperbacks held their own, though book clubs and mail order continued to struggle. The AAP also issued its final sales estimates for 1989, which showed an increase of 10.9% over 1988, for a total of $14.7 billion; trade ($3.6 billion) and elhi and college texts ($3.8 billion) were the largest elements. These figures, and other details, are tabulated on page 12.*

AAP Sales Report for July

Category	% change, July*	% change, YTD
Adult hardcover	-14.2	4.5
Adult paperback	14.1	15.2
Juvenile hardcover	32.5	19.8
Juvenile paperback	5.7	25.8
Univ. pr. hardcover	10.8	9.3
Univ. pr. paperback	22.4	20.9
Bibles, etc.	-47.0	10.9
Mass market paperback	4.7	9.0
Book club	1.1	-2.1
Mail order	-7.0	-15.4
Sci-tech	-6.7	7.4
College texts	13.6	8.9
School texts	-0.9	3.1

*Percent changes measured against same time periods, 1989.

China Adopts Its First Copyright Law

China's first domestic copyright law, effective from June 1, 1991, was adopted by the Standing Committee of the National People's Congress September 7 in Beijing.

Although implementation will by no means be easy and considerable distance is yet to be covered before China joins an international copyright convention, the adoption—the timing of which coincided with the last day of the Beijing Book Fair—is a long-awaited first step toward China's fully joining the international publishing community.

Draft laws had been submitted on three previous occasions, but although a growing number of publishers had come to see the advantages of copyright, the broadcasting lobby remained unconvinced and exacted 11th-hour concessions before the legislation was finally able to pass. The law that will take effect next June is far different from the early drafts, which would have made accession to Berne fairly easy. In the interim, therefore, it is likely that individual countries will press to negotiate bilateral treaties with China. Russian copyright officials from VAAP were already visiting Beijing the week the legislation was adopted.

Xu Chao, deputy chief of the legal division of the National Copyright Administration, told *PW* in Beijing that "the law will protect the copyrights of foreigners whose works are first published in China." Works published in Hong Kong and Taiwan "will enjoy the same protection"; theoretically at least, a book published by Oxford University Press or Longman in Hong Kong would be protected. It appears that the works of ethnic Chinese living abroad will be covered.

Xu added, "China was deeply influenced by Japanese copyright law in drafting its own and therefore in addition to protecting author's rights, we have adopted the concept of 'neighboring rights' as well." Also, presumably to gain the consensus of the publishing houses, the latest draft, unlike some early versions, provides that "legal entities"—publishers—in certain respects enjoy greater rights than do individuals.

Shen Rengan, secretary general of the Copyright Society of China and department director of the Copyright Administration, said, "The law will also cover computer software in general, but separate regulations—coming by the end of 1991—will deal with the specifics governing software protection."

Fair use is divided into 12 sections, and "the law says nothing about compulsory licensing—we'll have to make special regulations for it when we sign bilateral treaties or join international conventions," Shen said.

The Copyright Administration will draft a standard contract for use by Chinese publishers, although Shen noted that "individual publishers will be able to draw up their own agreements if they wish, provided they are no less advantageous to the author than the standard contract." Under current practice Chinese authors are given lump sum payments, but the standard contract will make it possible for authors to opt to be paid a royalty instead.

—GAYLE FELDMAN

...Neuthaler

Linda Grey of Bantam, Stephen Rubin of Doubleday and Carole Baron of Dell-Delacorte; and Stuart Applebaum, senior vice-president and director of public relations. Also reporting to Neuthaler are the managing directors of Transworld in London and Transworld Australia/New Zealand.

In the last eight months, Applebaum said, a number of candidates within the communications field had been interviewed but none had the "amalgam of Neuthaler's qualities." Applebaum said the new CEO would be taking over a group that had "a most profitable year," although he conceded that "there is still work to be done at Doubleday." The division, Applebaum said, is on the road to fiscal recovery outlined in a five-year plan and, now in its third year, "showed marked improvement, especially in the last six months of the fiscal year that ended June 30."

Bertelsmann does not release figures for its various operations, but educated speculation puts BDD's revenues at $550 million to $600 million, with earnings at $30 million.

—MADALYNNE REUTER

Book Sales Rise 10.9% to $14.7 Billion in 1989

Book sales in 1989 totalled $14.7 billion, an increase of 10.9% over 1988, according to estimates by the Association of American Publishers. The figures confirm those in a preliminary report that appeared in News of the Week, March 9. At that time figures were not available for the business, law and STM categories in professional publishing or for AV and other media.

AAP Estimated Industry Sales 1988-1989

	Millions of Dollars		
	1988	1989	
	$	$	%chg from 88
Trade (Total)	3036.4	3623.5	19.3
Adult Hardbound	1433.0	1745.4	21.8
Adult Paperbound	852.2	976.6	14.6
Juvenile Hardbound	558.4	665.1	19.1
Juvenile Paperbound	192.8	236.4	22.6
Relgious (Total)	675.9	737.1	9.1
Bibles, Testaments, Hymnals & Prayerbooks	185.9	201.0	8.1
Other Religious	490.0	536.1	9.4
Professional (Total)	2411.9	2592.8	7.5
Business	446.0	481.7	8.0
Law	833.0	883.0	6.0
Medical	445.9	490.5	10.0
Technical, Scientific, & Other Professional	687.0	737.6	7.4
Book Clubs	690.2	704.0	2.0
Mail Order Publications	697.7	796.8	14.2
Mass Market Paperback Rack-Sized	1006.9	1094.5	8.7
University Presses	198.1	227.0	14.6
Elementary & Secondary Text	1783.8	1983.6	11.2
College Text	1716.8	1842.1	7.3
Standardized Tests	111.4	119.4	7.2
Subscription Reference	473.9	509.4	7.5
AV & Other Media (Total)	207.9	223.7	7.6
Elhi	166.7	178.6	7.1
College	15.0	17.4	16.0
Other	26.2	27.7	5.7
Other Sales	218.2	211.3	-3.2
Total	13229.1	14665.2	10.9

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